AmericasArmy.com

22 May 2002 Wednesday

- 180,000 unique visitors/hour
- 18,000 pages served every 5 seconds

Just to see images from the game (not on the Net until 4 July 2002).

May 22, 2002

Talk about it | E-mail story | Print

Army's New Message to Young Recruits: Uncle 'Sim' Wants You

■ Technology: The service has created video games to woo a media-savvy generation with a simulation of military life.

By ALEX PHAM, Times Staff Writer

America's youth would rather play video games than do push-ups in the mud--a reality the U.S. Army wants to harness to its advantage.

Eager to prove it's not your grandfather's military, the Army is developing video games to recruit and build awareness among Generation Y.

Today at the Electronic Entertainment Expo in Los Angeles, the Army will unveil two games designed to appeal to a media-saturated, tech-bombarded generation. One is a sanitized version

Photo Gallery

The Army's Video Game

Times Headlines

Bonanza for Art of the West

INS Error Cited on Atta's Visa

FBI Expects Suicide Bomb Attack in U.S.

'Gangs' Acts Locally but Thinks Globally

Guardsman Mostly Kept Danger to Himself

more >

AGP Awards

The MOVES Institute
Naval Postgraduate School

- Frictionless Insight, E3 Awards, “Best Business Model (Developer),” 5/27/02
- Gamespy, Runner Up, Best PC Action Game
- IGN, Biggest Surprise, 5/29/02
- Wargamers, Best of Show, First-Person/Tactical Shooters, 6/4/02
- Well-Rounded Entertainment, “Best of E3 2002,” 6/01/02

AGP
- Reviews & Previews

Frictionless Insight, game review editors, "America's Army, the Official U.S. Army Game," 5/27/02

Gamesdomain, "America's Army: Preview," by Richard Greenhill, 6/2/02

Mygamer.com, "The US Army likes Unreal," game review editors, 5/21/02

CNET Reviews, "Virtual metal jacket, "by Darren Gladstone, senior editor, 6/14/02

GamesFirst!, "Preview, America's Army," by Paul Cockeram, 6/8/02

IGN.COM, ""America's Army:' The Army's making a game of its own now", 5/30/02

Gamespot PC, "America's Army: Operations," by Amer Ajami, 7/02/02

Zengamer, "America's Army: Operations" by Marcin Manek, 7/6/02

AGP Articles

Adrenaline Vault, "U.S. Army Introduces America's Army," by David Laprad, 5/22/02

Blue's News, "U.S Army Licenses Epic Games' Unreal Engine for PC Game," 5/21/02

BusinessWeek Online, "The Army's New Killer App," by Arlene Weintraub, 5/22/02

Christian Science Monitor, Video game offers young recruits a peek at military life, by Gloria Goodale, 5/31/02

CNN, "Army is looking for a few good gamers," by Renay San Miguel, 5/22/02

CNNMoney, Your tax dollars at play, by Chris Morris, 6/3/02

CNET, "U.S. Army invades game business," by David Becker, 5/22/02

Dolby, press release, " Dolby Lends Expertise to Sound Design Team for America's Army: Operations, Combining Realism and Emotion," 7/1/02

AGP Articles

Gamespy, "Uncle Sam wants you ... to play games," by Sal "Sluggo" Accardo, 5/27/02

HomeLan Fed, "America's Army: Operations Interview," by John Callaham, 5/22/02

LA Times, "Army's New Message to Young Recruits: Uncle 'Sim' Wants You," by Alex Pham, 5/22/02

LANparty.com, gaming editor's review, "America's Army: Operations," 5/23/02

Monterey Herald, "NPS-spawned war games catching on big," by Kevin Howe, 7/23/02

MSNBC, "Video Game Used To Recruit For Armed Forces, " 5/22/02

Newsweek, “Full Metal Joystick,” by Trent Gegax 14 Oct 2002

Reuters, "Army Turns to Computer Games to Woo Recruits," by Franklin Paul, 5/23/02

Salon, “Weapons of Mass Distraction,” by James Au, 4 Oct 2002

San Francisco Chronicle, "Adopting the latest thing in advertising, Army out to do some computer recruiting," by Carrie Kirby, 8/5/02

AGP Articles

The MOVES Institute
Naval Postgraduate School

San Jose Mercury News, "U.S. Army invades video game territory," by Anthony Breznican, 5/23/02

US Army, press release, "U.S. Army Introduces 'America's Army" PC Game," 5/22/02

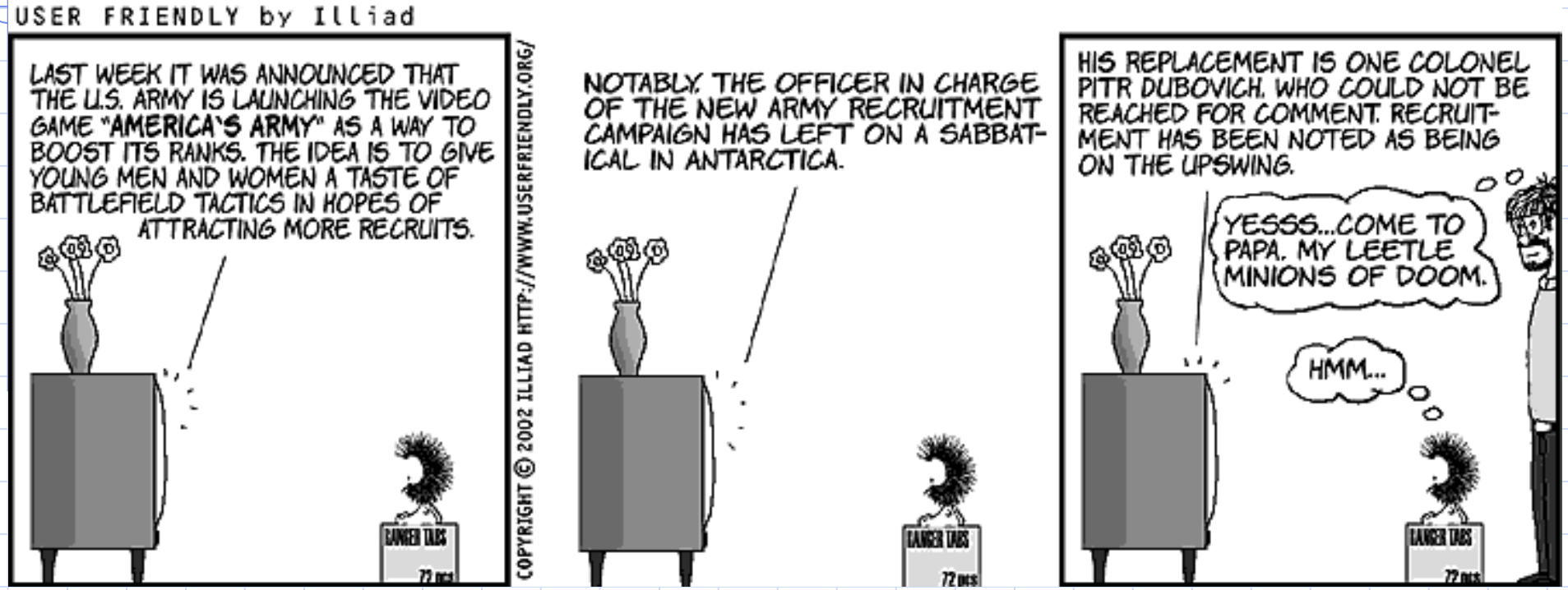
USA Today, "Army gives new meaning to war games — on a PC"by Marc Saltzman 5/22/02

Wall Street Journal, "Videogame Players to Get Look at Life in the U.S. Army," by Patrick Maio, 5/23/02

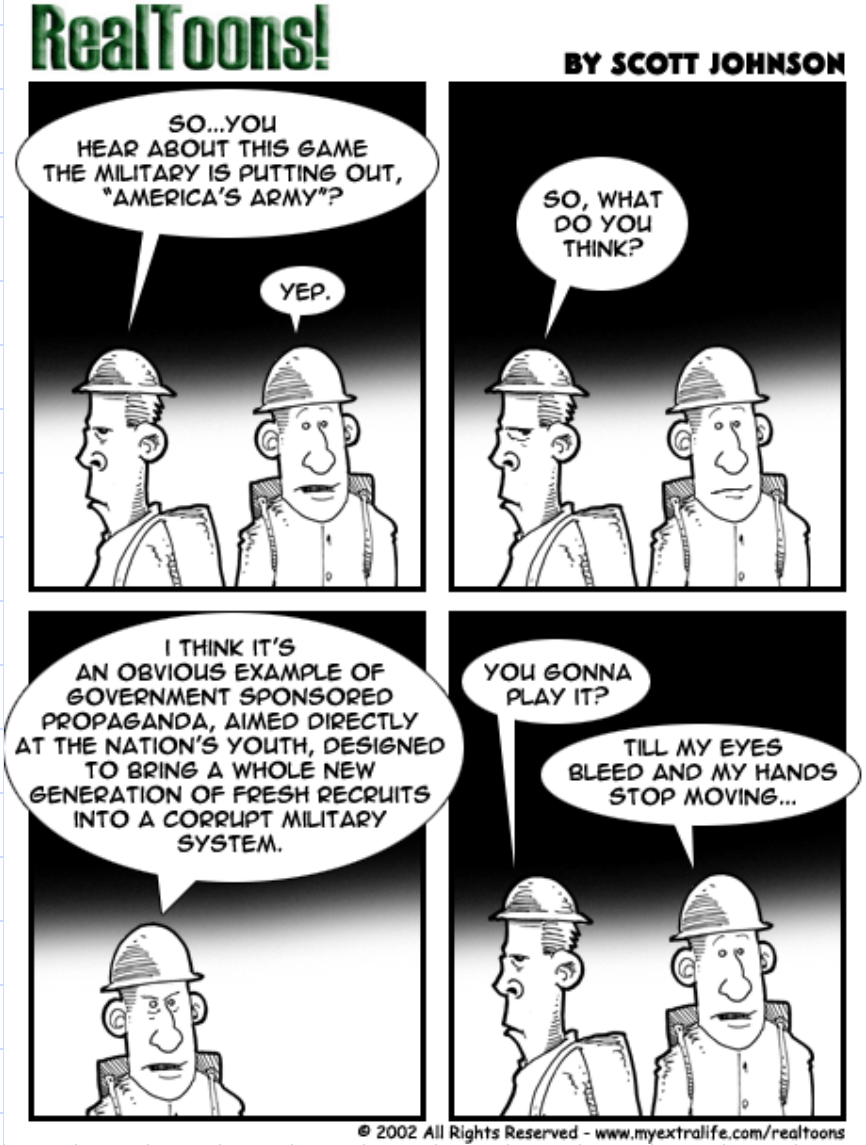
Washington Post, "A Chance to Be All That You Can Be— In a Virtual Army" by Jeff Adler, 5/23/02

Washington Post, " Army Recruiting Through Video Games," by Anthony Breznican, 5/23/02

Popular Culture


USER FRIENDLY by Illiad
LAST WEEK IT WAS ANNOUNCED THAT THE U.S. ARMY IS LAUNCHING THE VIDEO GAME "AMERICA'S ARMY" AS A WAY TO BOOST ITS RANKS. THE IDEA IS TO GIVE YOUNG MEN AND WOMEN A TASTE OF BATTLEFIELD TACTICS IN HOPES OF ATTRACTING MORE RECRUITS.
COPYRIGHT © 2002 ILLIAD HTTP://WWW.USERFRIENDLY.ORG/
NOTABLY. THE OFFICER IN CHARGE OF THE NEW ARMY RECRUITMENT CAMPAIGN HAS LEFT ON A SABBATICAL IN ANTARCTICA.
HIS REPLACEMENT IS ONE COLONEL PITR DUBOVICH. WHO COULD NOT BE REACHED FOR COMMENT. RECRUITMENT HAS BEEN NOTED AS BEING ON THE UPSWING.
YESSS...COME TO PAPA. MY LEETLE MINIONS OF DOOM.
HMM...
DANGER TABS
72 pcs

Popular Culture …


RealToons!
BY SCOTT JOHNSON
SO...YOU HEAR ABOUT THIS GAME THE MILITARY IS PUTTING OUT, "AMERICA'S ARMY"?
YEP.
SO, WHAT DO YOU THINK?
I THINK IT'S AN OBVIOUS EXAMPLE OF GOVERNMENT SPONSORED PROPAGANDA, AIMED DIRECTLY AT THE NATION'S YOUTH, DESIGNED TO BRING A WHOLE NEW GENERATION OF FRESH RECRUITS INTO A CORRUPT MILITARY SYSTEM.
YOU GONNA PLAY IT?
TILL MY EYES BLEED AND MY HANDS STOP MOVING...
© 2002 All Rights Reserved - www.myextralife.com/realtoons

On TV

ROBBERY HOMICIDE DIVISION
ABOUT THE SHOW
CAST & CREW
EPISODE GUIDE
EPISODES:
Mini-mall
SCROLL
Mini-mall
Chaos is evident when Cole and his team arrive at a mini-mall to find a veteran cop shot dead and his trainee in critical condition. Control over the scene is threatened by volatile cops who have lost two of their own and by press choppers overhead. Cole takes over the investigation and returns the focus back to finding the real shooter before he slips away.
SCENE FROM:
Mini-mall
select an image
UNIVERSAL
CBS
USA NETWORK
©2002 Universal Studios. All Rights Reserved.
Terms of Use
Privacy Policy

Video

- Operations Single Player
- Operations Missions
- Soldiers
- Production Shots

Born on the 4th of July 2002 …

The MOVES Institute
Naval Postgraduate School

On July 4 at 12:01am, the first ten levels of “America’s Army: Operations” were posted to the Internet, and by noon the next day, 500,000 downloads of the 211MB game had been made.

- 750,000 hits/second for 4 & 5 July 2002!
- The Army’s 140 servers were swamped, and we rushed to complete and post the community server kit the same week.

AMERICA'S ARMY
americasarmy.com
THE OFFICIAL ARMY GAME
What is it?
The U.S. Army has developed a highly realistic and innovative PC video game that puts you inside an Army unit. You'll face your first tour of duty along with your fellow Soldiers. Gain experience as a Soldier in the U.S. Army, without ever leaving your desk.
Where can I get it?
Downloads for users available now. Visit www.americasarmy.com for more information.
Close Window

Community servers everywhere …

By July 15, we were seeing approximately 1,900 servers.

By August 21, 6,500 servers.

- 26 players per server …

Millions & millions of downloads …

The MOVES Institute
Naval Postgraduate School

Our HomeLAN game-server contractors cited a download rate double that of any previous free game or update, and from these statistics suggested “Operations” may prove the top-played game ever—but of course, time will tell.

As of 12 Aug 2002

The MOVES Institute
Naval Postgraduate School

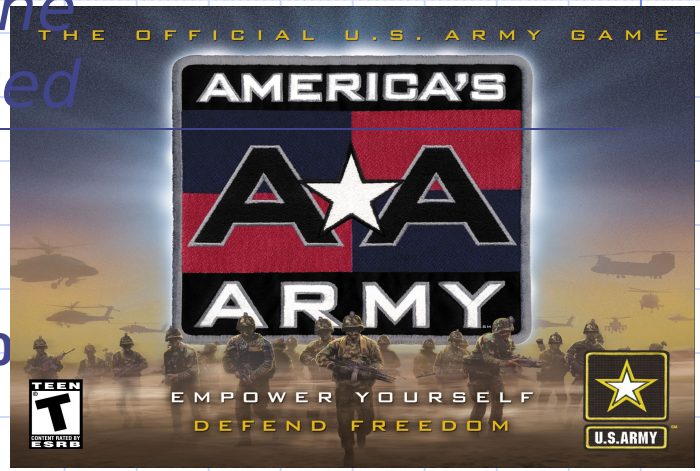
Game use as of August 12 saw:

- 545,702 registered accounts,
- 322,860 graduates of BCT, and 8,855,361 missions completed (averaging 6-10 minutes).
  - 1,500,000 hours, 62,500 days, 171 years of play in 40 days (@10min/mission)
  - Per year - 1560 years of game play …

Missions per day averaged 253,010, with players typically accomplishing 21 missions after BCT.

One avid player enacted 3,600 missions in the first 40 days of launch, spending ten or more minutes at each level.

At this Point in its Life, America's Army is the Most Popular Computer Game Ever Produced



Total Downloads Since 4 July 02: 2.5 Million Plus

Total Game Installs Since 4 July 02: 683,898

Players that have completed BCT Since 4 July 02: 412,830

Total Game Missions Played Since 4 July 02: 13,858,106

Missions Played on 31 Aug 02: 249,490

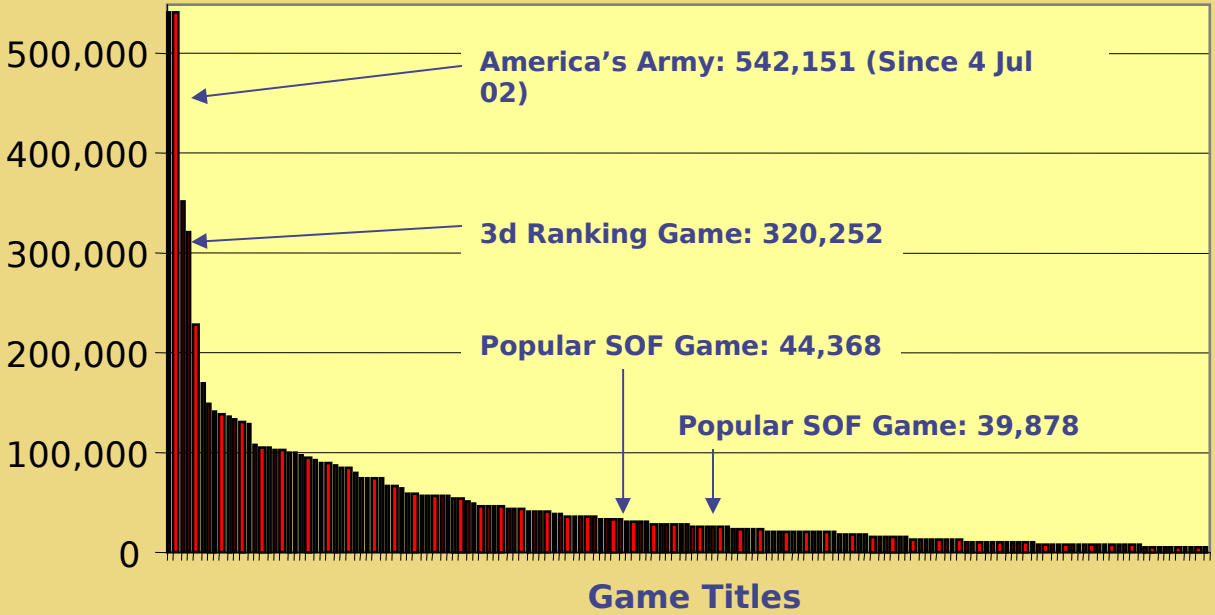
Mark Friedler, CEO Gigex -

"I thought I would give you a clear picture of the level of success of the America's Army game… considering its massive size, its success is frankly unprecedented in anything we have seen in 7 years of business.

This is the most successful product launch, according to the numbers, Gigex has ever done."

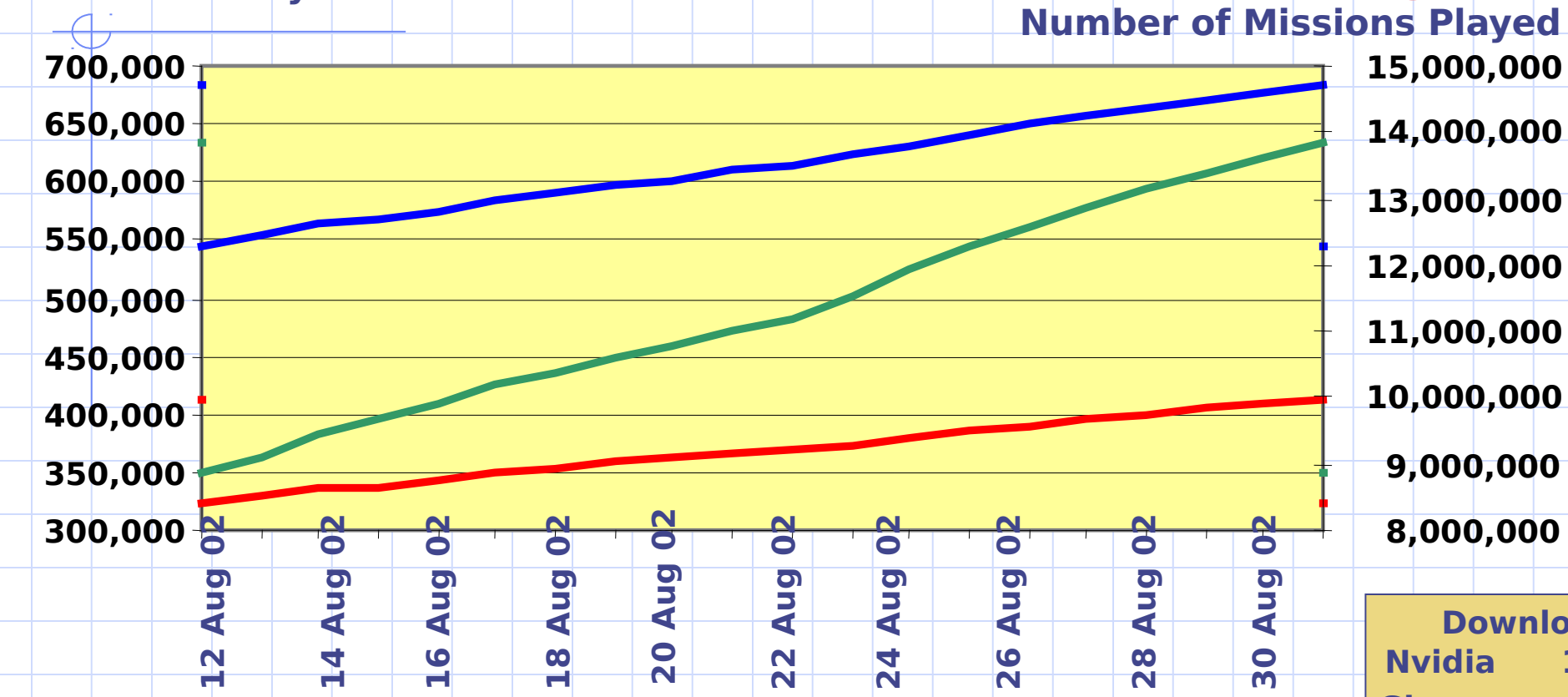
Gigex is the leading promotion and distribution service for video games.

Gigex Downloads: 1 Jan 2002 – 20 Aug 2002



With Registration of Over 683,000 Players Since 4 July 02, Player Registrations and Total Missions Played Continue to Exhibit Exponential Growth

The MOVES Institute
Naval Postgraduate School



Downloads	
Nvidia	1,367,176
Gigex	651,319
File Planet	354,537
Game Spot	65,129
Various	70,000
Total	2.5 million +

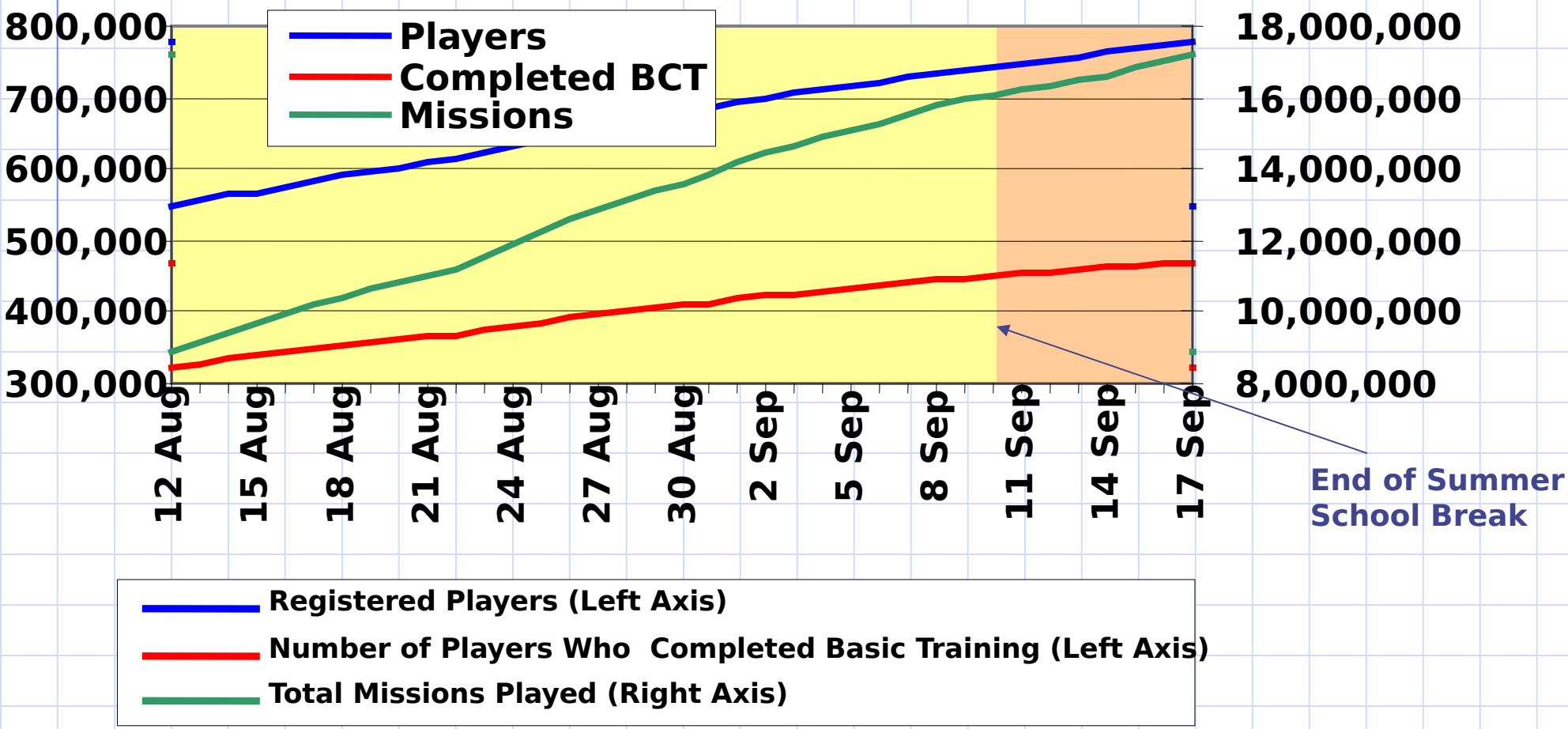
As of 31 August 2002

Game use as of August 31, 2002:

- 683,898 registered accounts,
- 412,830 graduates of BCT, and 13,858,106 missions completed (averaging 6-10 minutes).
  - 2,309,684 hours, 96,237 days, 263 years of play in 58 days (@10min/mission)
  - 4.6 years of play per day.
  - Per year - 1659 years of game play (at $6.75/hour, this is about $98M)

AMERICA'S ARMY
AMERICA'S ARMY
americasarmy.com
THE OFFICIAL ARMY GAME
What is it?
The U.S. Army has developed a highly realistic and innovative PC video game that puts you inside an Army unit. You'll face your first tour of duty along with your fellow Soldiers. Gain experience as a Soldier in the U.S. Army, without ever leaving your desk.
Where can I get it?
Downloads for users available now. Visit www.americasarmy.com for more information.
Close Window

The America's Army Game Continues to Exhibit Strong Growth in Player Registrations, Players Completing BCT and Daily Play Activity



How much time is 18M missions?

18M missions, at 10 min/mission

- 3M hours
- 125,000 days
- 342 years of game play in 75 days
- 4.6 years of play per day
- 40,000 hours of game play/day
- 40,000 hours/day x $6.75/hour = $270,000/day or $98M/year

Daily Game Activity Levels Exhibited a Shift at the Beginning of the School Year that Suggests Many Players of America's Army are School Aged – Elementary thru College

The MOVES Institute
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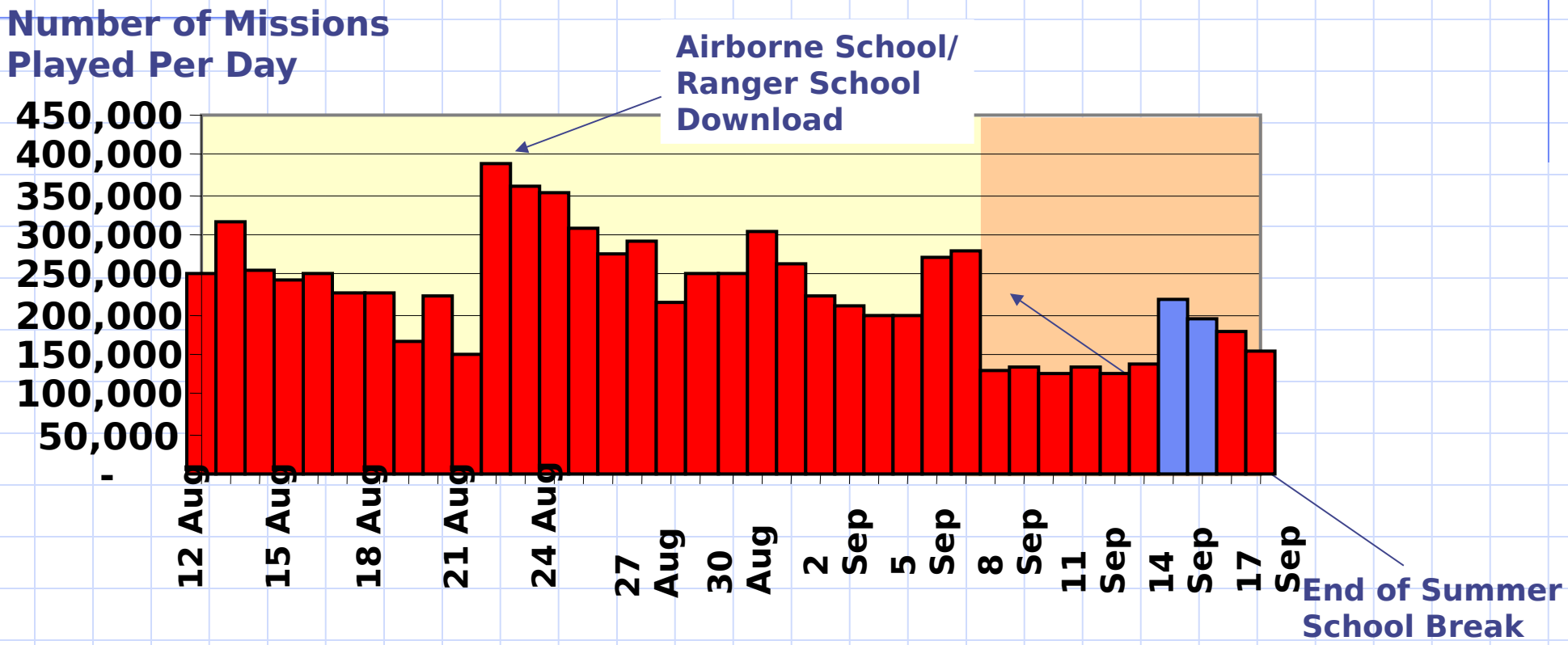

Game play activity during the week of 8-13 September exhibited a marked shift tha coincided with the end of the Summer school break, 8-13 September. Game play activity returned to relatively high levels on the weekend of 14-15 September. This pattern indicates that a significant share of America's Army Game players are of school age – elementary to post secondary students.

Time of Day Browsing of the Game Web Site – www.AmericasArmy.com Also Fits with Game Play Activity to Further Suggest that Many Players of America's Army are School Aged – Elementary thru College

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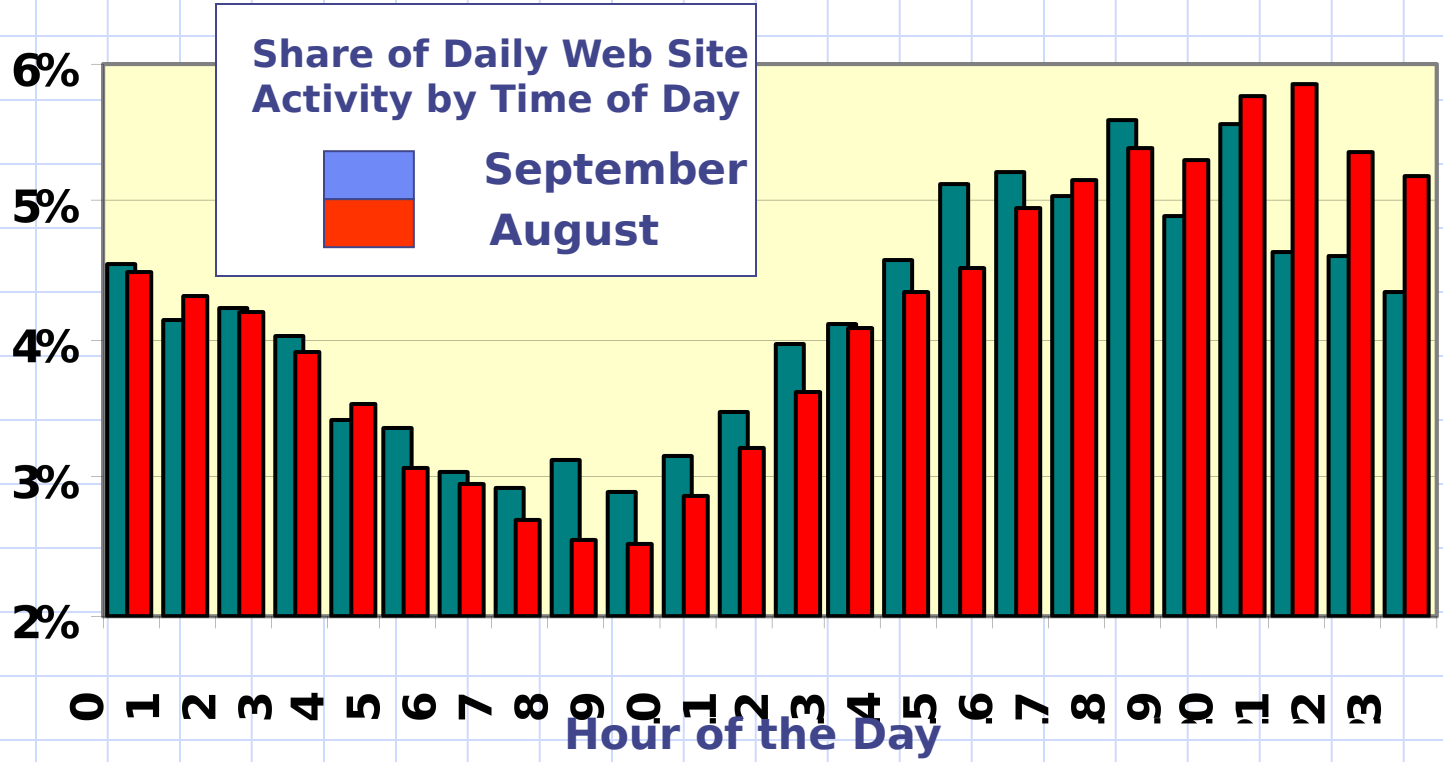
Share of Daily Web Site Activity by Time of Day
September
August
6%
5%
4%
3%
2%
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
Hour of the Day

Late evening web site activity on www.AmericasArmy.com fell markedly in September. As September marked the beginning of the school year, this temporal shift in the web activity suggest that America's Army players lie substantially within an age 13 to 22 demographic.

Traffic on the www.AmericasArmy.com Web Site Continues to Expand Apace with the Growth in America's Army Game Activity – Building a Community of Interest About the U.S. Army

The MOVES Institute
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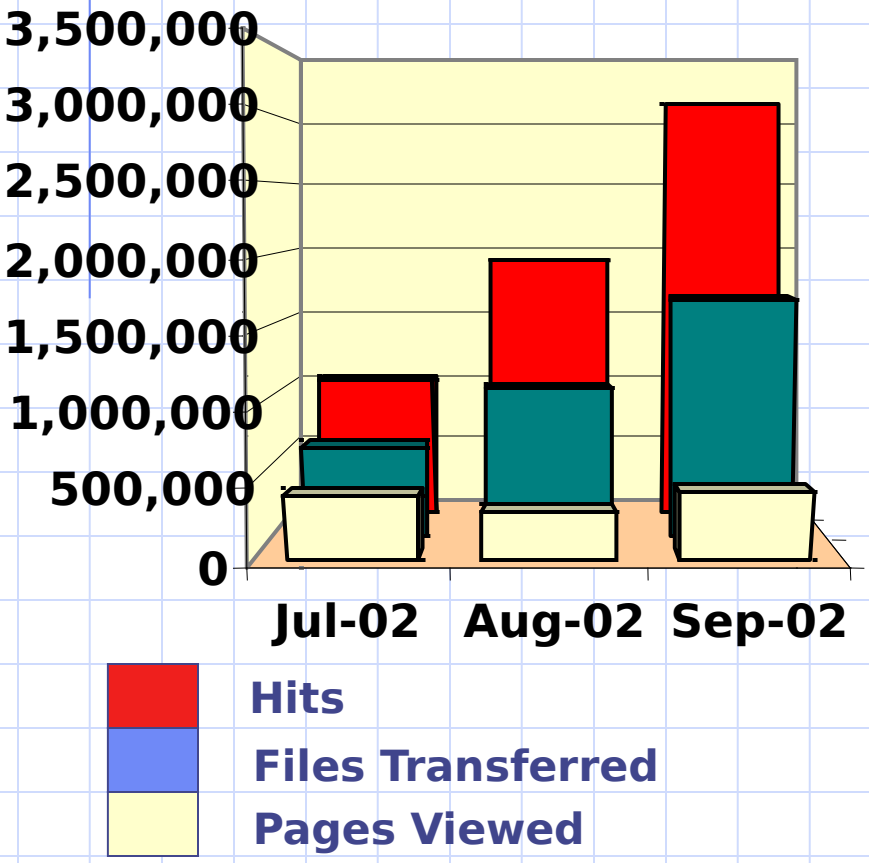
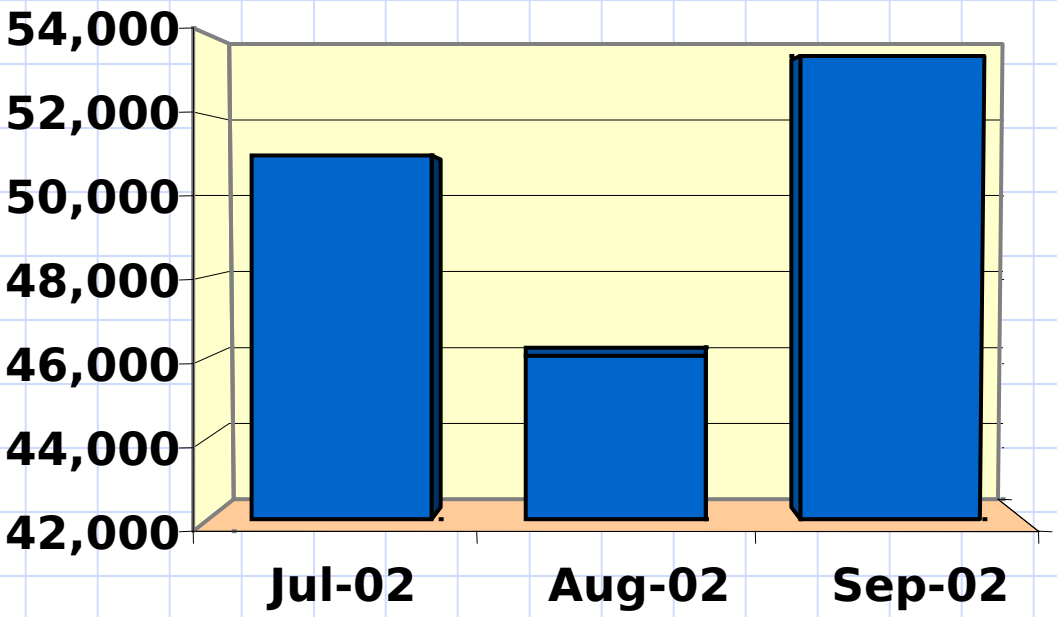
www.AmericasArmy.com Average Daily Web Site Traffic

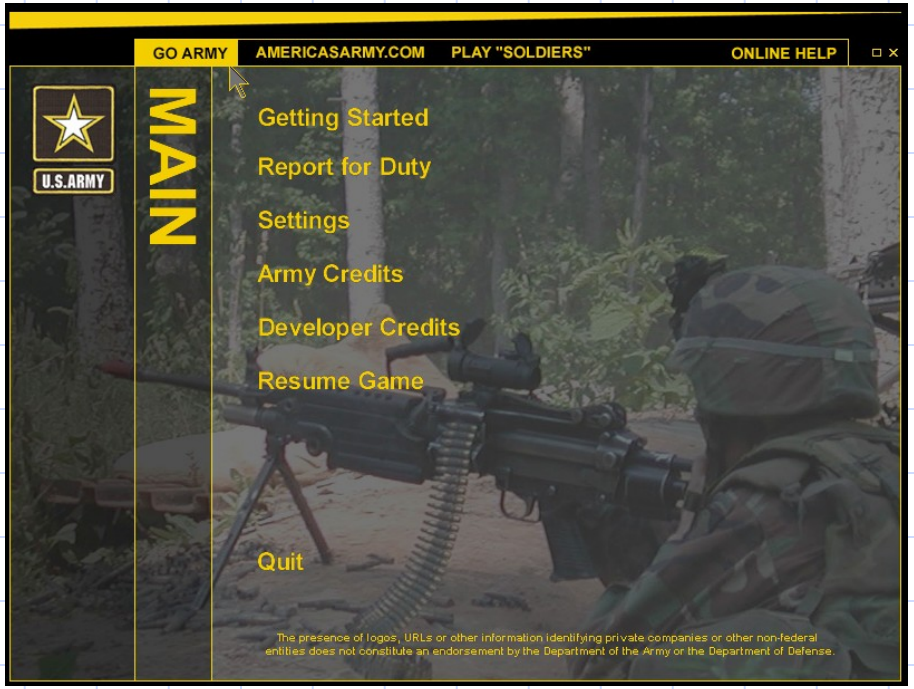


www.AmericasArmy.com Average Daily Web Site Visits



GoArmy.com!

Though the Army has used www.goarmy.com as a recruitment site for years, traffic is way up—about 28% of hits now originate from the "America's Army" game.



CD Distribution …

AMERICA'S
ARMY
INSTALLATION INSTRUCTIONS:
Insert the CD in the CD-ROM drive. If you have Autorun installed, the installation menu will automatically open. If the installation menu does not open, double-click the "My Computer" icon and select "setup.exe."
OPERATIONS
WWW.AMERICASARMY.COM
TEEN
CONTENT RATED BY ESRB
IMO-01A
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- PC Gamer - Oct 2002
- Computer Gaming World - Oct 2002
- nVidia.com with every GeForce card sold.
- Some 10M CDs will be distributed between October and December 2002
- Recruiting stations, of course

CD Distribution - 10M by Dec 02!

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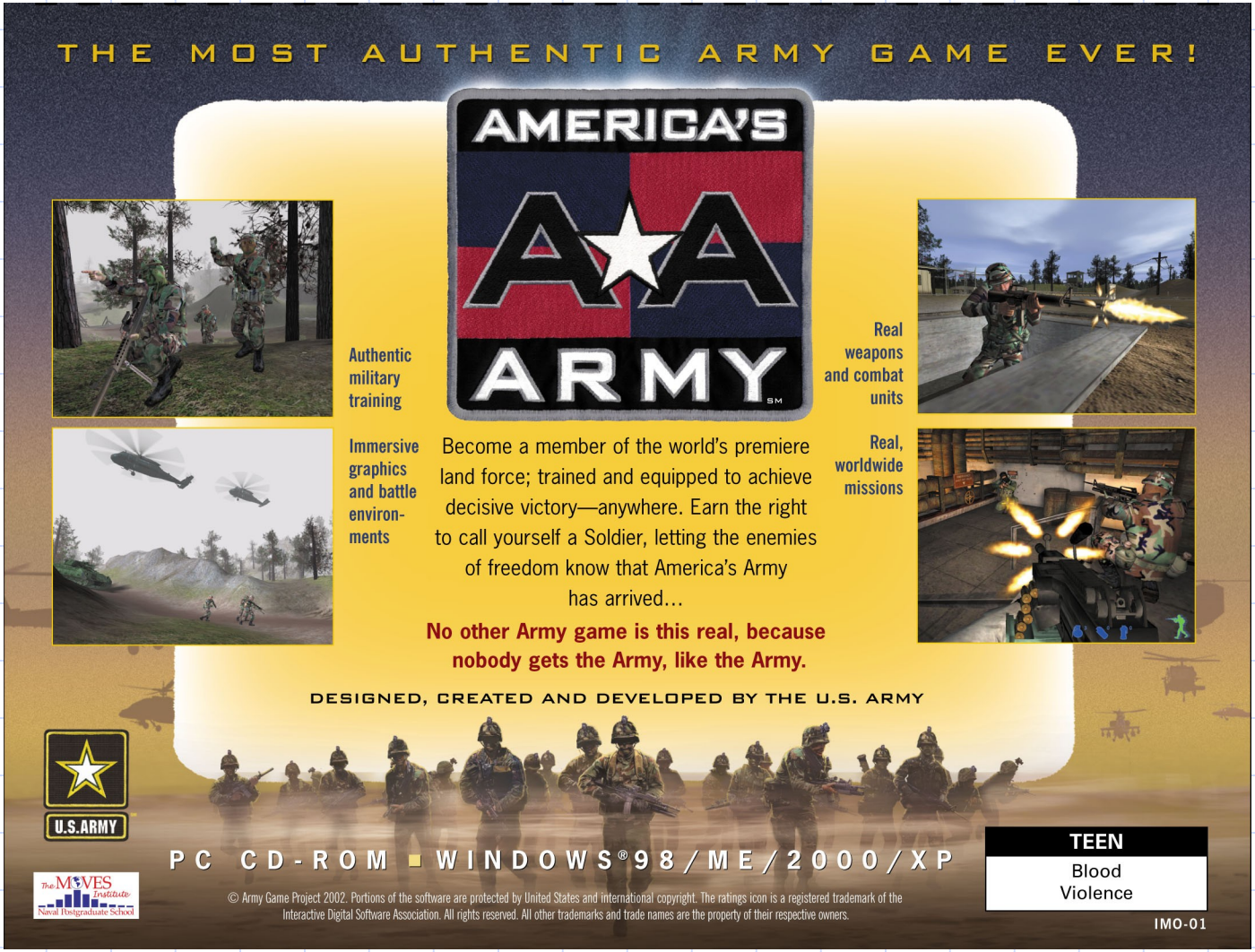
CD Distribution


THE MOST AUTHENTIC ARMY GAME EVER!
AMERICA'S ARMY
Authentic military training
Immersive graphics and battle environments
Real weapons and combat units
Real, worldwide missions
Become a member of the world's premiere land force; trained and equipped to achieve decisive victory—anywhere. Earn the right to call yourself a Soldier, letting the enemies of freedom know that America's Army has arrived...
No other Army game is this real, because nobody gets the Army, like the Army.
DESIGNED, CREATED AND DEVELOPED BY THE U.S. ARMY
U.S.ARMY
PC CD-ROM ■ WINDOWS®98/ME/2000/XP
TEEN
Blood
Violence
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IMO-01

Strategy Guide Box

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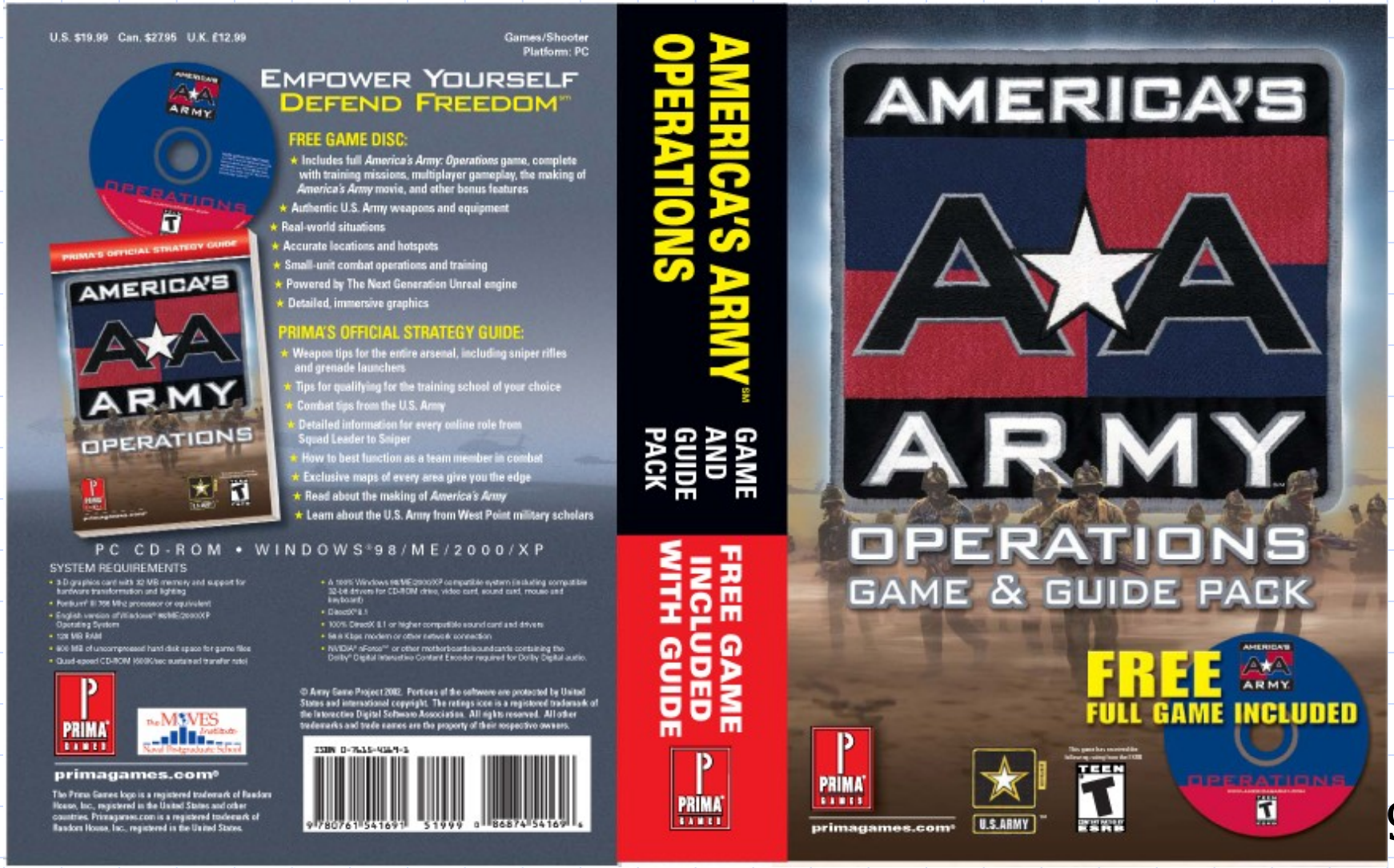
U.S. $19.99 Can. $27.95 U.K. £12.99
Games/Shooter
Platform: PC
EMPOWER YOURSELF
DEFEND FREEDOM℠
FREE GAME DISC:
★ Includes full America's Army: Operations game, complete with training missions, multiplayer gameplay, the making of America's Army movie, and other bonus features
★ Authentic U.S. Army weapons and equipment
★ Real-world situations
★ Accurate locations and hotspots
★ Small-unit combat operations and training
★ Powered by The Next Generation Unreal engine
★ Detailed, immersive graphics
PRIMA'S OFFICIAL STRATEGY GUIDE:
★ Weapon tips for the entire arsenal, including sniper rifles and grenade launchers
★ Tips for qualifying for the training school of your choice
★ Combat tips from the U.S. Army
★ Detailed information for every online role from Squad Leader to Sniper
★ How to best function as a team member in combat
★ Exclusive maps of every area give you the edge
★ Read about the making of America's Army
★ Learn about the U.S. Army from West Point military scholars
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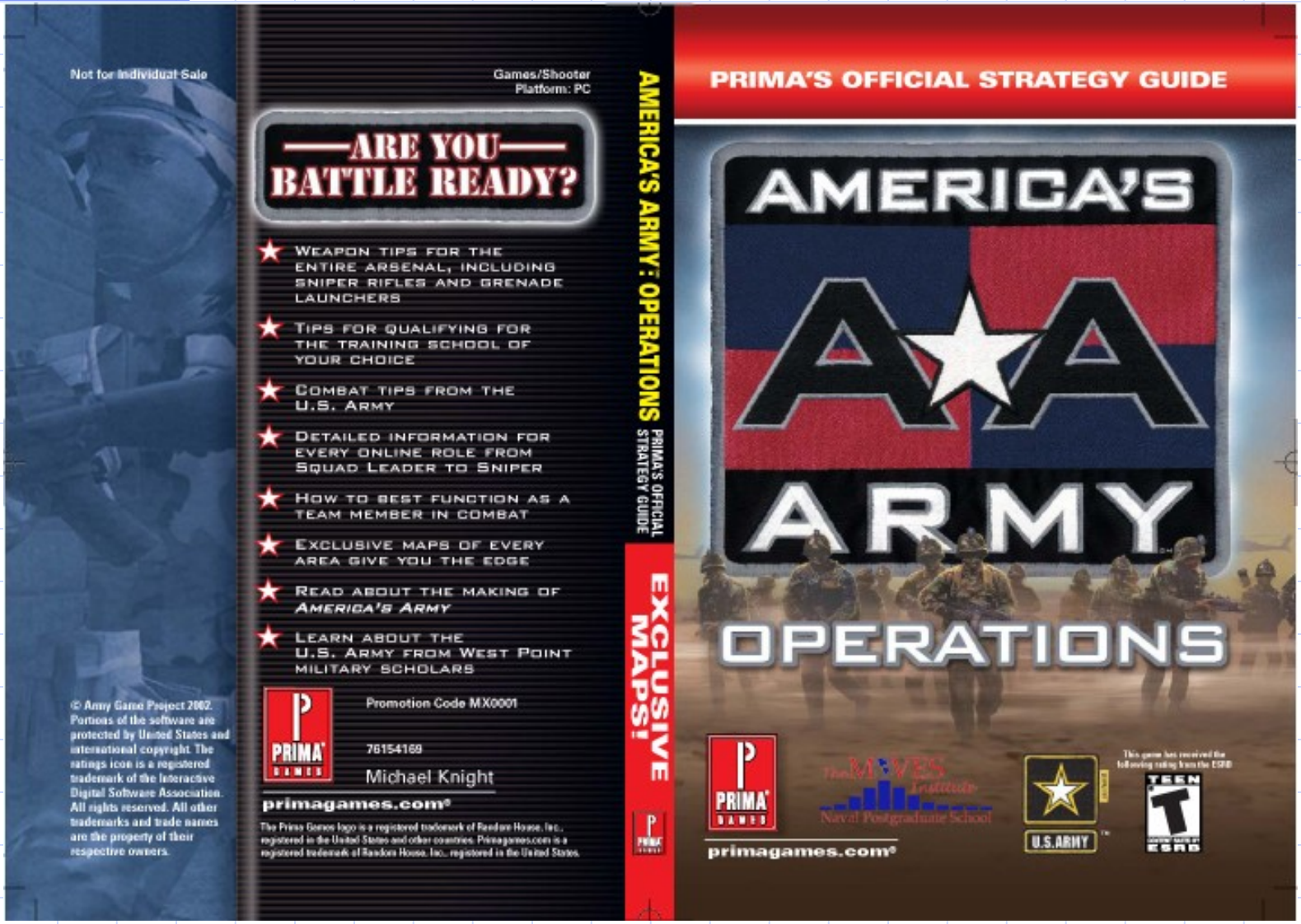
Strategy Guide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Games/Shooter
Platform: PC
ARE YOU BATTLE READY?
★ WEAPON TIPS FOR THE ENTIRE ARSENAL, INCLUDING SNIPER RIFLES AND GRENADE LAUNCHERS
★ TIPS FOR QUALIFYING FOR THE TRAINING SCHOOL OF YOUR CHOICE
★ COMBAT TIPS FROM THE U.S. ARMY
★ DETAILED INFORMATION FOR EVERY ONLINE ROLE FROM SQUAD LEADER TO SNIPER
★ HOW TO BEST FUNCTION AS A TEAM MEMBER IN COMBAT
★ EXCLUSIVE MAPS OF EVERY AREA GIVE YOU THE EDGE
★ READ ABOUT THE MAKING OF AMERICA'S ARMY
★ LEARN ABOUT THE U.S. ARMY FROM WEST POINT MILITARY SCHOLARS
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PRIMA'S OFFICIAL STRATEGY GUIDE
EXCLUSIVE MAPS!
PRIMA'S OFFICIAL STRATEGY GUIDE
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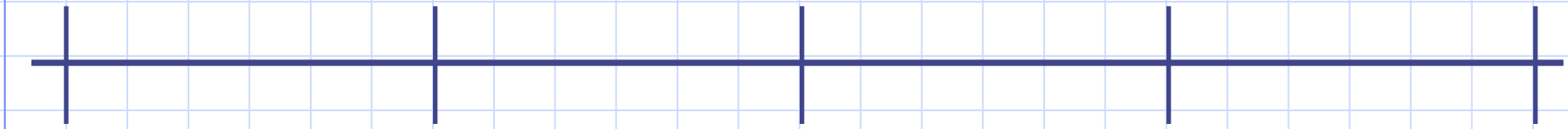
Timeline



Oct 99
Start

May 00
First $

Aug 01
Restart
Ops

May 02
E3

Aug 02
Gold
Ops

Oct 02
Recon
Soldiers

Oct/Nov 02
CD
Prod.

IGN Awards

The MOVES Institute
Naval Postgraduate School

IGN.COM EDITORS' CHOICE AWARDS

The IGN Editors' Choice Award is a sign of excellence reserved for only the best products. The award signifies excellence in entertainment value, performance, design, originality, and lasting appeal. A product bearing this award has our unequivocal recommendation and is sure to become a classic in its field.

game title	genre		rating
NHL 2003	Sports	Buy Now	8.8
No One Lives Forever 2	First-Person Shooter	Buy Now	9.0
Unreal Tournament 2003	First-Person Shooter	Buy Now	9.0
America's Army	First-Person Shooter		8.8
Battlefield 1942	First-Person Action	Buy Now	9.3
Emperor: Rise of the Middle Kingdom	Strategy Simulation	Buy Now	8.8
The Thing	Action Adventure	Buy Now	8.5
Icewind Dale II	RPG	Buy Now	9.0
Mafia	Third-Person Action	Buy Now	9.2
Medieval: Total War	Strategy	Buy Now	8.9
Madden NFL 2003	Sports	Buy Now	9.2
Warcraft III: Reign of Chaos	Real-Time Strategy	Buy Now	9.3
Shadow of Destiny	Adventure		8.7
Age of Wonders 2: The Wizard's Throne	Strategy	Buy Now	8.5
Neverwinter Nights	RPG Online	Buy Now	9.0
2002 FIFA World Cup	Sports	Buy Now	9.3
The Sum of All Fears	First-Person Shooter	Buy Now	8.7
Grand Theft Auto III	Action	Buy Now	9.4
Baseball Mogul 2003	Sports Simulation	Buy Now	8.9
Soldier of Fortune II: Double Helix	First-Person Shooter	Buy Now	8.8

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Naval Postgraduate School

Next Up …

AGP Futures

MOVES has much more to do and five years of promised funding in which to do it.

We anticipate new missions, levels, and games, and more entertainment R&D in the pipeline.

Futures

- Army Objective Force
- Infantry Training
- Secret Service WH Protection
- WMD Recovery Trainer
- Treaty Verification - VISIT Program
- AF - Force Protection

Questions?

In closing …

http://movesinstitute.org